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(54) **SYSTEM AND METHOD TO IDENTIFY AN ITEM DEPICTED WHEN MEDIA CONTENT IS DISPLAYED**

(58) **Field of Classification Search**
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(57) **ABSTRACT**

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A method includes receiving, at a media device, media content from a media content server. A portion of the media content includes a first item concurrently depicted with a second item. The method includes receiving an input indicating a selection of the second item within the media content. The method includes, in response to the input, sending an identification request for information corresponding to the second item to an identification server in response to the input. The identification request includes data relating to a depiction of the second item. The method also includes receiving the information from the identification server in response to the identification request. Other embodiments are disclosed.

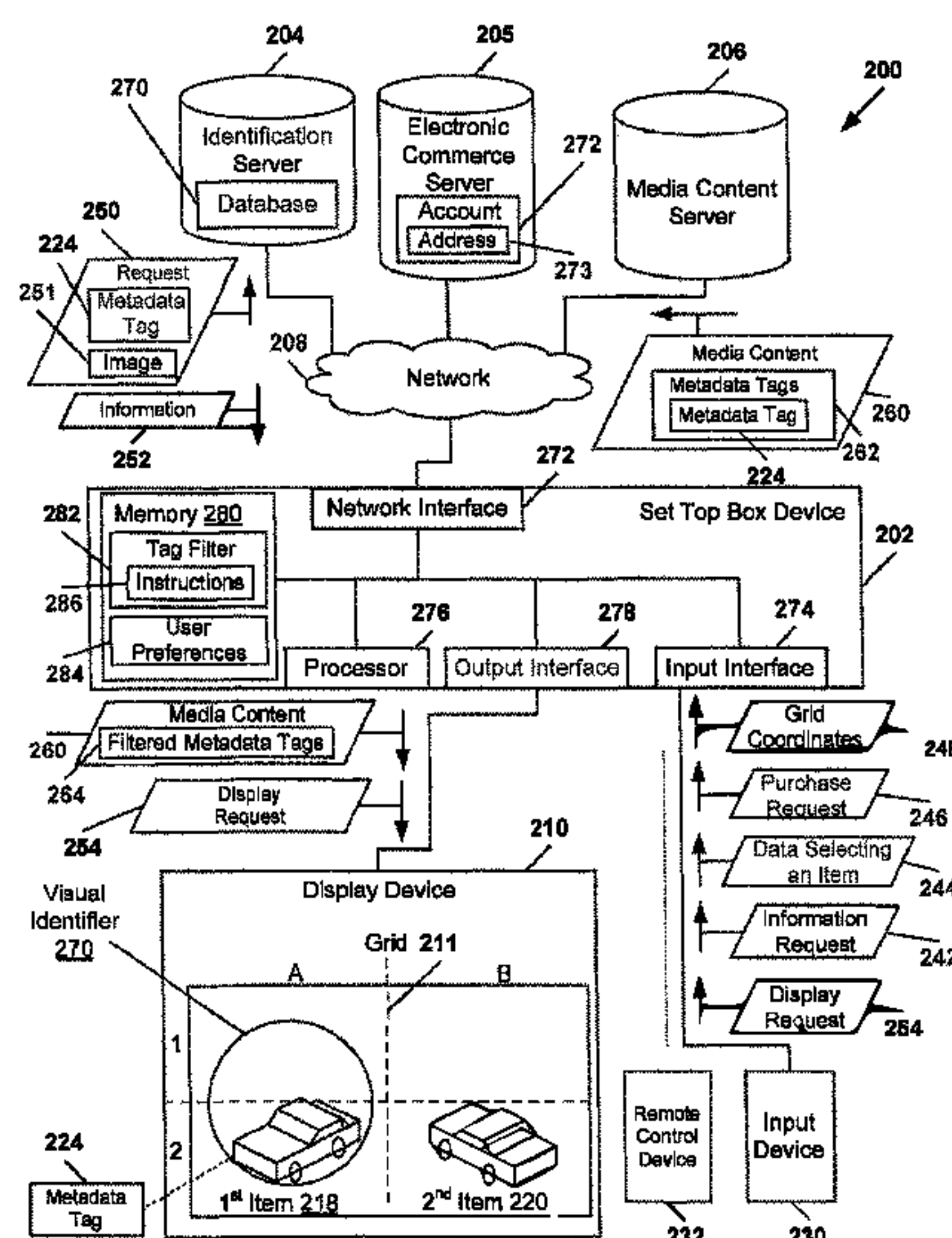
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20 Claims, 5 Drawing Sheets



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continuation of application No. 15/205,963, filed on Jul. 8, 2016, now Pat. No. 10,687,116, which is a continuation of application No. 12/629,546, filed on Dec. 2, 2009, now Pat. No. 9,407,973.

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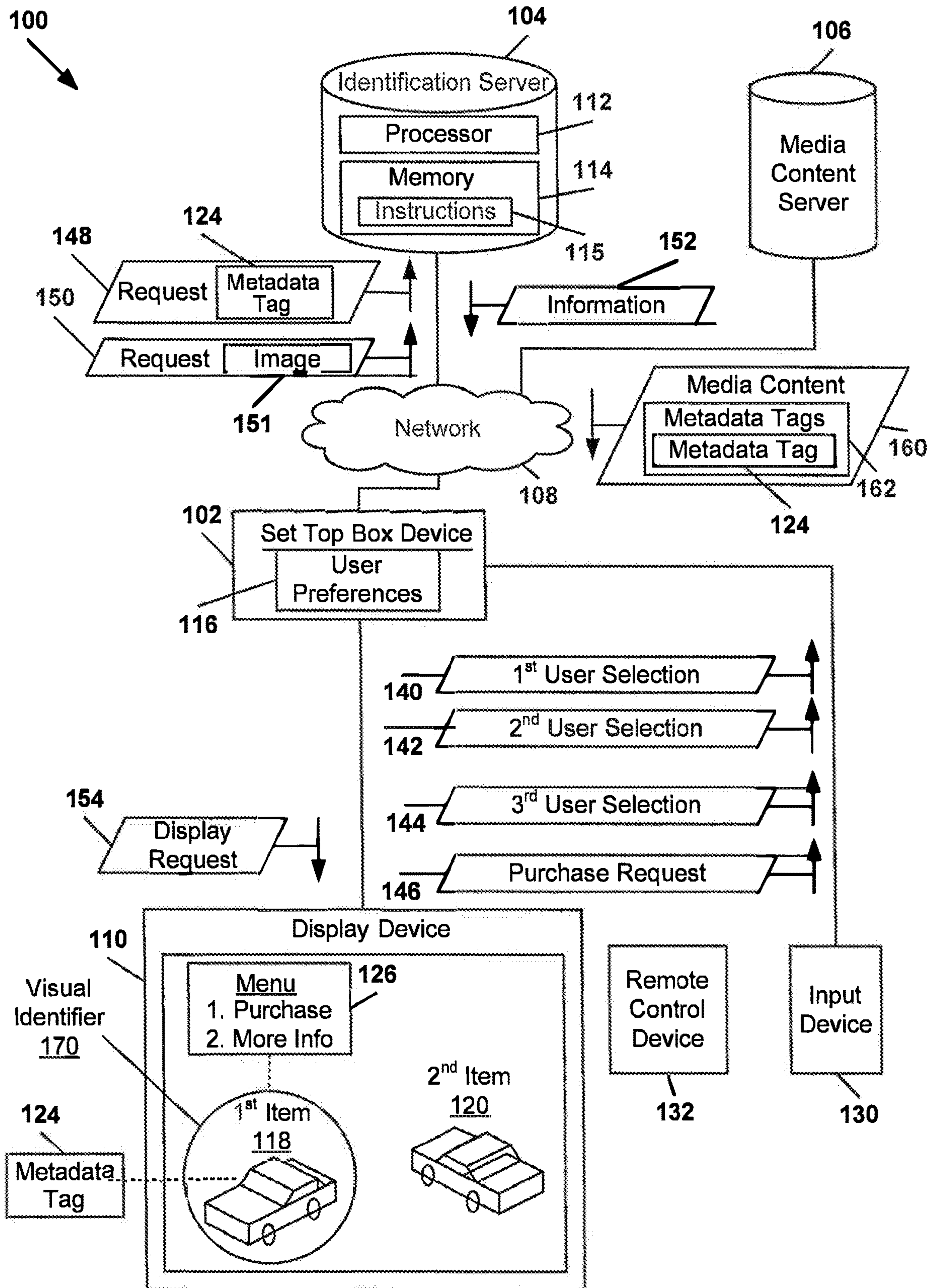


FIG. 1

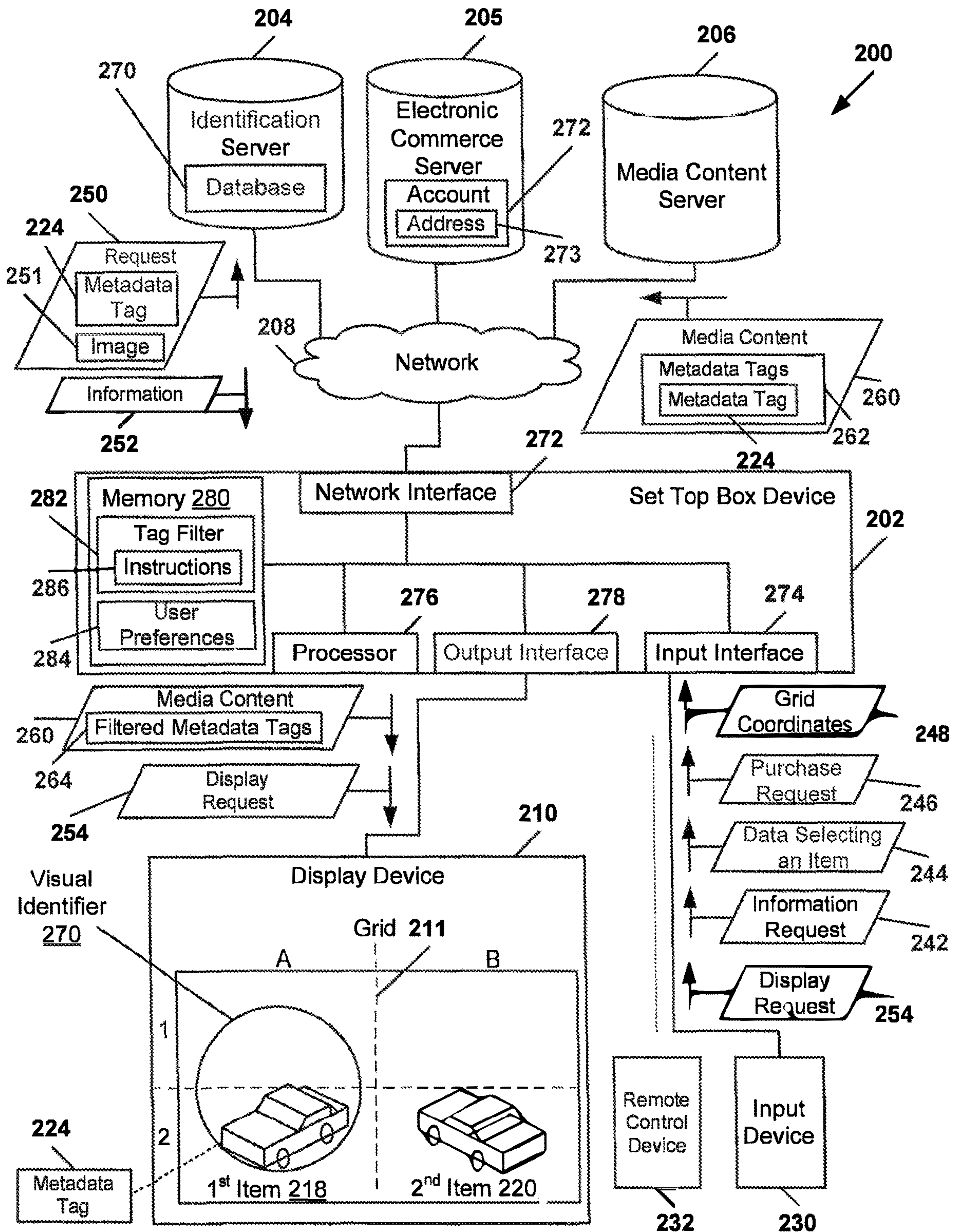


FIG. 2

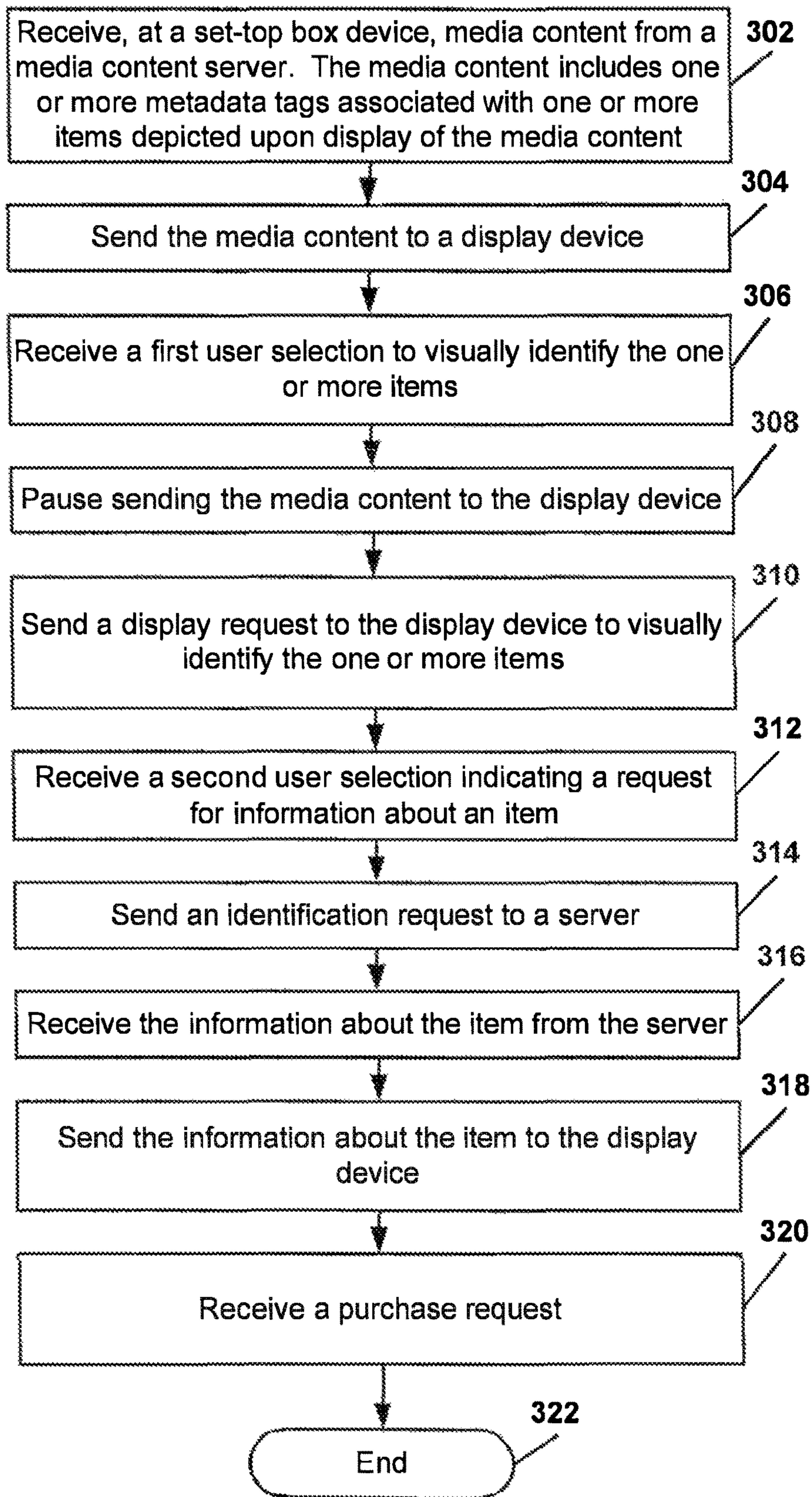


FIG. 3

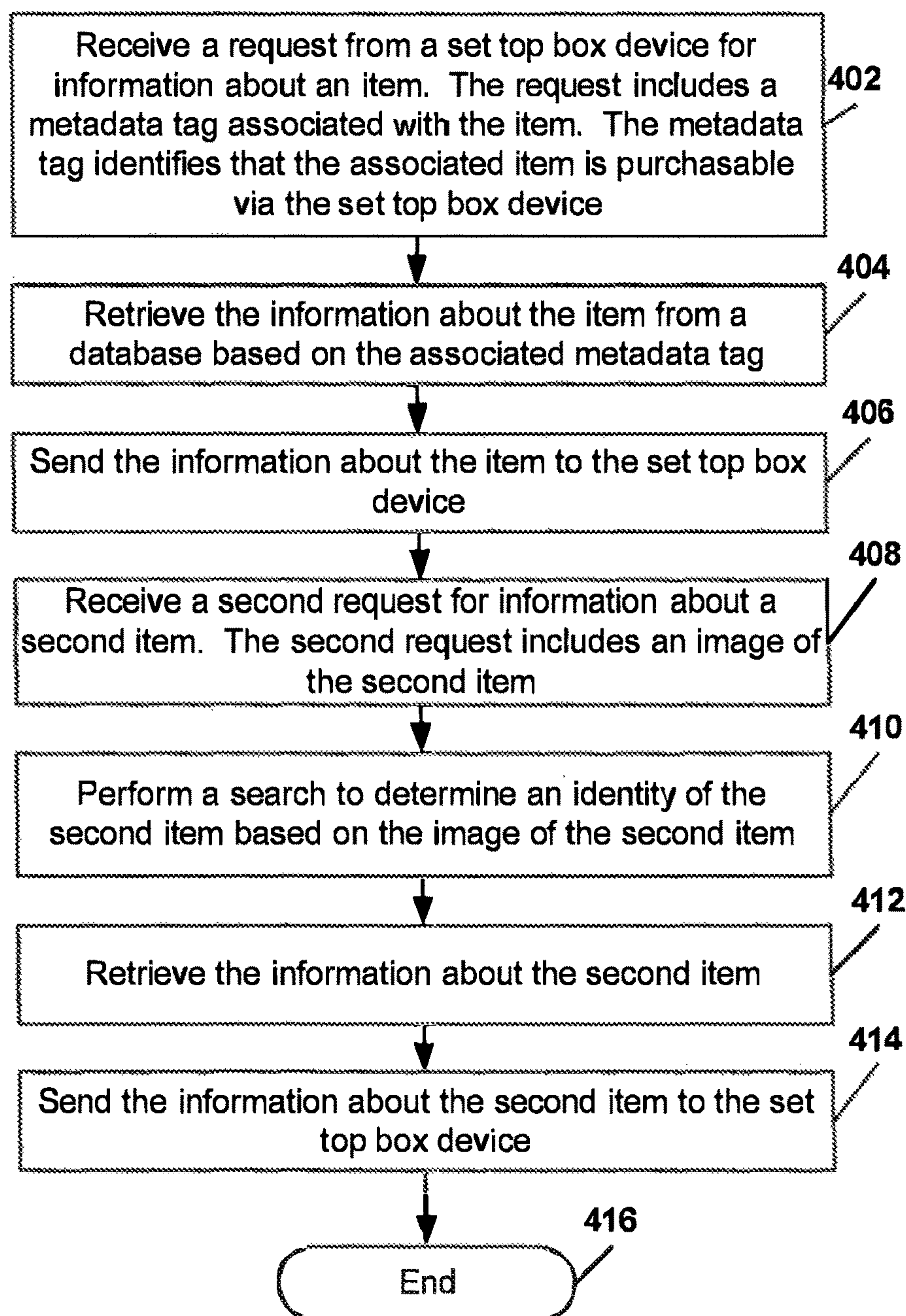


FIG. 4

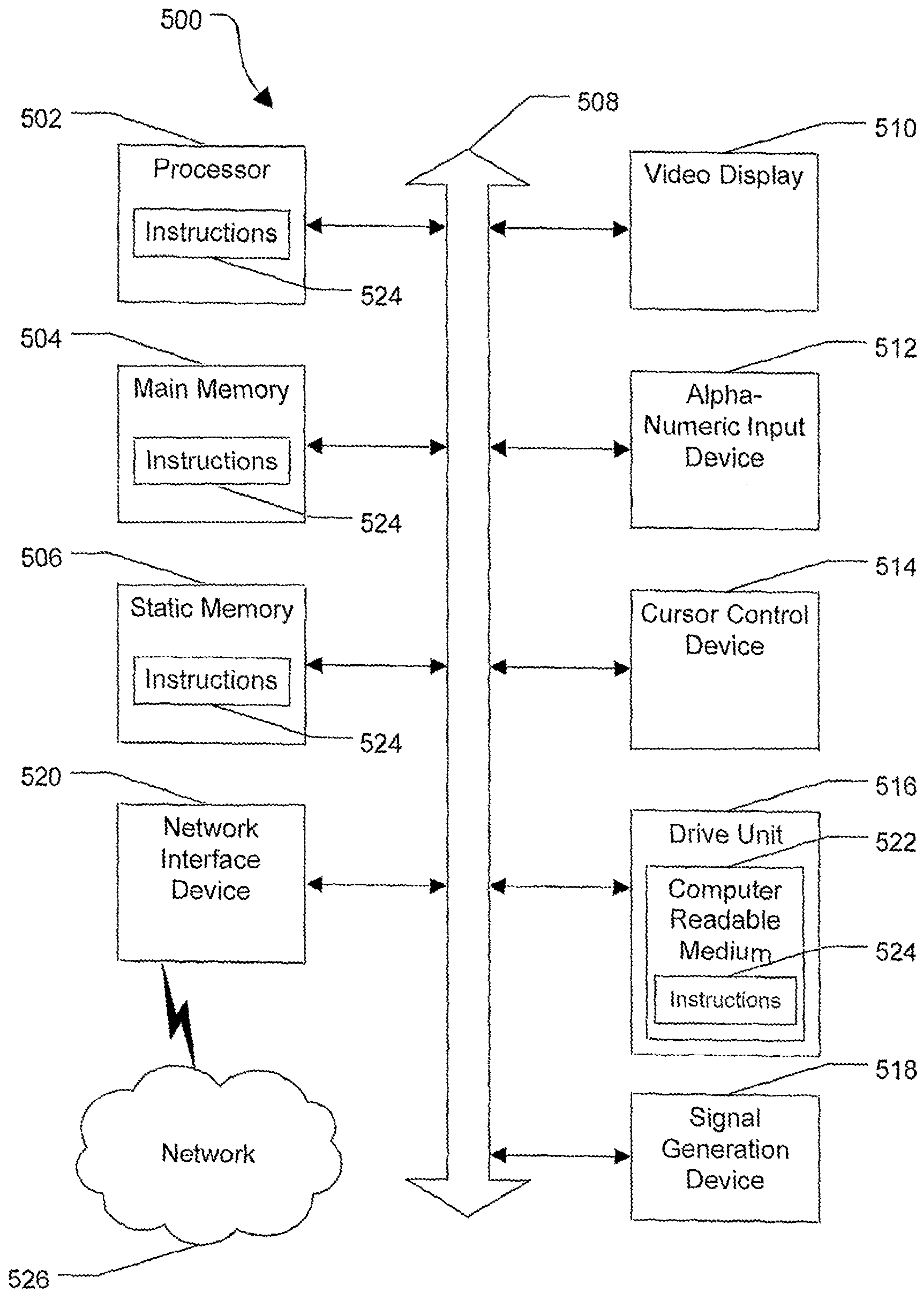


FIG. 5

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**SYSTEM AND METHOD TO IDENTIFY AN
ITEM DEPICTED WHEN MEDIA CONTENT
IS DISPLAYED**

CROSS-REFERENCE TO RELATED
APPLICATIONS

This application is a continuation of U.S. application Ser. No. 16/863,092, filed Apr. 30, 2020, which is a continuation of U.S. application Ser. No. 15/205,963, filed Jul. 8, 2016 (now U.S. Pat. No. 10,687,116), which is a continuation of U.S. application Ser. No. 12/629,546, filed Dec. 2, 2009 (now U.S. Pat. No. 9,407,973), which are incorporated herein by reference in their entirety.

FIELD OF THE DISCLOSURE

The present disclosure is generally related to identifying an item depicted when media content is displayed.

BACKGROUND

Media content displayed at a display device by a set top box device may include items that may be of interest to a viewer. For example, when media content (e.g., a movie, a television program, or an advertisement) is displayed at a display device, the media content may depict various items, such as an automobile, a wrist watch, a sofa, or an article of clothing. The viewer may desire to obtain additional information about one or more of the displayed items to determine whether to purchase the displayed item(s). To illustrate, while viewing displayed media content, the viewer may see an automobile and desire additional information about the automobile, such as an identity of the automobile, a location where the automobile may be purchased, or a purchase price of the automobile. The viewer may conduct an online search or contact an advertiser associated with the automobile to obtain more information about the displayed item and to purchase the automobile.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram of a first particular embodiment of a system to identify an item depicted when media content is displayed;

FIG. 2 is a block diagram of a second particular embodiment of a system to identify an item depicted when media content is displayed;

FIG. 3 is a flow diagram of a first particular embodiment of a method to identify an item depicted when media content is displayed;

FIG. 4 is a flow diagram of a second particular embodiment of a method to identify an item depicted when media content is displayed; and

FIG. 5 is a block diagram of an illustrative embodiment of a general computer system.

DETAILED DESCRIPTION

To enable a user to purchase or to obtain information about an item depicted when media content is displayed, the media content received from a media content server at a set-top box device includes one or more metadata tags associated with one or more purchasable items depicted when the media content is displayed. The media content is sent to a display device. A user selection to visually identify the one or more purchasable items depicted by the displayed

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media content is received. The user selection may be received from a remote control device. A display request is sent to the display device or to the set top box device to visually identify the one or more purchasable items depicted. The display device may visually identify the one or more purchasable items depicted. A purchase request is received to purchase one of the one or more purchasable items depicted in the media content. The purchase request may be received from an input device, such as a mouse, a touch tablet, or a touch screen associated with the display device.

In a particular embodiment, a computer-implemented method includes receiving, at a set-top box device, media content from a media content server. The media content includes one or more metadata tags associated with one or more items depicted when the media content is displayed. The computer-implemented method includes sending the media content to a display device. The computer-implemented method also includes receiving a first user selection to visually identify the one or more items. The computer-implemented method further includes sending a display request to the display device to visually identify the one or more items. The computer-implemented method also includes receiving a purchase request to purchase at least one of the one or more items depicted in the media content.

In another particular embodiment, a server includes a processor and a computer-readable storage medium having operational instructions that, when executed by the processor, cause the server to receive a request from a set top box device for information about an item. The request includes a metadata tag associated with the item. The metadata tag identifies that the associated item is purchasable via the set top box device. The computer-readable storage medium further includes operational instructions that, when executed by the processor, cause the server to retrieve the information about the item from a database based on the associated metadata tag. The computer-readable storage medium also includes operational instructions that, when executed by the processor, cause the server to send the information about the item to the set top box device.

In another particular embodiment, a set top box device includes a processor and a network interface to receive media content including metadata tags associated with items depicted when the media content is displayed. The metadata tags identify the associated items as purchasable via the set top box device. The set top box device includes a tag filter having operational instructions that are executable by the processor to identify metadata tags that match a set of user preferences and to select items depicted based on the set of user preferences. The set top box device also includes an output interface to send a request to a display device to visually identify the selected items. The set top box device further includes an input interface to receive a purchase request selecting a particular item from the visually identified items for purchase and to send the purchase request via the output interface to an electronic commerce server.

Referring to FIG. 1, a block diagram of a first particular embodiment of a system to identify an item depicted when media content is displayed is shown and is generally designated **100**. The system **100** includes a set top box device **102** coupled to an identification server **104** and coupled to a media content server **106** via a network **108**. A display device **110** and an input device **130** may be coupled to the set top box device **102**. A remote control device **132** or the input device **130** may be used by a user to interact with the set top box device **102**.

The network **108** may include a wireline network (e.g., a public switched telephone network), a wireless network (e.g., code division multiple access, global system for mobile, universal mobile telephone service, IEEE 802.11), an optical network (e.g. synchronous optical network), another type of network, or any combination thereof. In a particular embodiment, the network **108** is an Internet Protocol Television (IPTV) network.

The media content server **106** may send the media content **160** to the set top box device **102** via the network **108**. The media content **160** may include a television program, a movie, on-demand programming, pay-per-view programming, over-the-top media content, another type of media content, or any combination thereof. The media content **160** may be downloaded or streamed from the media content server **106**. The media content **160** may include metadata tags **162** that are associated with purchasable items that are depicted when the media content **160** is displayed. The metadata tags **162** may include a metadata tag **124**. The purchasable items may include tangible goods (e.g., a beverage, an article of clothing, a piece of furniture, a means of transportation, etc.) or services (e.g., carpet cleaning services, home renovation services, automobile repair services, etc.)

The remote control device **132** may include a selection mode that causes a cursor or other visual positioning identifier to be displayed at the display device **110**. The user may move the remote control device **132** to select one or more items displayed at the display device **110**.

The input device **130** may be a mouse, a touch tablet, a touch screen device associated with the display device **110**, or any combination thereof. The input device may be touch sensitive (e.g. touch screen) and may enable the user to select one or more items displayed at the display device **110** via touch input, such as by dragging a finger across the input device **130**. The input device **130** may be used to select one or more items displayed at the display device **110** that do not have an associated metadata tag.

The identification server **104** includes a processor **112** and a memory **114**. The memory **114** includes instructions **115** that are executable by the processor **112** to perform various functions of the identification server **104**. The identification server **104** may be used to identify and provide more information about a particular item selected by the user. For example, the user may select the first item **118** and send a request to the set top box device **102** for more information about the first item **118**. The set top box device **102** may send an identification request **148** that includes the metadata tag **124** to the identification server **104** to identify and provide more information about the first item **118**. The identification server **104** may identify the first item **118** and send information **152** associated with the first item **118** to the set top box device **102** for display at the display device **110**. When an item depicted in the media content (e.g., the second item **120**) does not have an associated metadata tag, the user may select the item using the remote control device **132** or the input device **130**. The set top box device **102** may capture an image **151** of the second item **120** and send an identification request **150** that includes the image **151** to the identification server **104**. For example, the set top box device **102** may perform a screen capture of the media content **160** displayed at the display device **110** and modify (e.g. trim) the screen capture to include the second item **120** and to exclude other items (e.g. the first item **118**). The identification server **104** may receive the identification request **150** that includes the image **151** and may identify the second item **120** by comparing the image **151** to other images stored in a database.

The set top box device **102** may receive media content **160** from the media content server **106** via the network **108** and display the media content **160** at the display device **110**. The media content **160** may include the metadata tags **162** that are associated with purchasable items that are depicted when the media content **160** is displayed. The set top box device **102** includes user preferences **116**. The user preferences **116** may be used to filter the metadata tags **162** to enable purchasable items (e.g. items depicted that have the associated metadata tags **162**) that match the user preferences **116** (e.g., purchasable items that are of interest to the user) to be displayed. The media content **160** that is displayed at the display device **110** may depict a first item **118** and a second item **120**. At least one of the items **118** and **120** displayed at the display device **110** may be a purchasable item. The user may select an item displayed at the display device **110** to request the set top box device **102** to obtain more information about the item. When the selected item has an associated metadata tag (e.g., the first item **118**), the set top box device **102** may send an information request **148** including the metadata tag **124** to the identification server **104**. When the selected item does not have an associated metadata tag (e.g., the second item **120**), the set top box device **102** may capture an image **151** of the selected item and send the information request **150** including the image **151** to the identification server **104**. In response to receiving the request **148** or the request **150**, the identification server **104** may send the information **152** to the set top box device **102** for display at the display device **110**.

A manufacturer may pay to have one of their products displayed or used in the media content **160** (e.g., a television program or movie). A media content producer, a media content service provider, a metadata tag insertion company, or any combination thereof may analyze the media content and modify the media content to include the metadata tags **162**. For example, the media content **160** may be modified so that the metadata tag **124** is present when the product (e.g., the first item **118**) is displayed in a particular scene or frame of the movie. To illustrate, when the media content **160** is presented at the display device and the product is depicted, the metadata tag **124** associated with the product may be present in the media content **160**. The metadata tag **124** may enable a user to find out more information about the product or to purchase the product. For example, a car manufacturer may pay a movie production company to feature their latest automobile, such as the first item **118**, in a movie. The movie production company may modify the media content **160** that is associated with the movie to include the metadata tags **162**. When the media content **160** is displayed at the display device **110**, each time the first item **118** is displayed, the metadata tag **124** may be present. The user may use the remote control device **132** or the input device **130** to instruct the set top box device **102** to visually identify items with an associated metadata tag. The set top box device **102** may instruct the display device **110** to visually display the items with an associated metadata tag. The display device **110** may visually identify items in the media content with an associated metadata tag using a visual identifier **170**. For example, the visual identifier **170** may be a geometric shape, such as a square, a triangle, or a circle that encompasses at least a portion of the first item **118**. The visual identifier **170** may have a semi-opaque background color to enable a user to visually determine which items displayed at the display device **110** have an associated metadata tag. The user may select one of the visually identified items and may request more information about the item or initiate a purchase of the item. For example, after the

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user selects an item, the user may be presented with a menu **126** that provides a set of options, such as purchasing the first item **118** or obtaining more information about the first item **118**. In response, the set top box device **102** may send the information request **148** to the identification server **104**, receive the information **152**, and present the information **152** at the display device **110**.

In operation, the set top box device **102** may receive the media content **160** from the media content server **106** via the network **108**. The media content **160** may include the metadata tags **162**. The metadata tags **162** may be associated with purchasable items that are depicted when the media content is displayed. The set top box device **102** may send the media content **160** to the display device **110**.

The set top box device **102** may receive a first user selection **140** to visually identify one or more items depicted with associated metadata tags (e.g. the first item **118** with the associated metadata tag **124**). The first user selection **140** may be received from the input device **130** or the remote control device **132**. After the set top box device **102** receives the first user selection **140**, the set top box device **102** may send a display request **154** to the display device **110** to visually identify the one or more items depicted in the media content **160** when the media content **160** is displayed. For example, the set top box device **102** may send the display request **154**, causing the display device **110** to display a visual identifier **170** to identify the first item **118** with the associated metadata tag **124**. The media content **160** that is sent to the display device **110** may be paused before sending the display request **154** to visually identify those items having an associated metadata tag at the display device **110**.

The set top box device **102** may display a menu **126** that provides the user with a set of options, such as an option to purchase the first item **118** or an option to obtain information about the first item **118**. For example, the menu **126** may have an option to obtain a selling price of the item **118**, an option to obtain specifications and features of the first item **118**, an option to obtain a purchase price of the first item **118**, an option to obtain other information about the first item **118**, or any combination thereof. The set top box device **102** may receive a second user selection **142** indicating a request for information about a particular item, such as the first item **118**, corresponding to the associated metadata tag **124**. The second user selection **142** may include a selection of an item displayed at the display device **110**. The second user selection **142** may include an identification of a menu item of the menu **126**. The set top box device **102** may send a request **148** including the metadata tag **124** to the identification server **104**. The identification server **104** may send the information **152** to the set top box device **102** for presentation at the display device **110**.

The set top box device **102** may receive a third selection **144** indicating a request for information about an item that does not have an associated metadata tag, such as the second item **120**. For example, the user may interact with the set top box device **102** to identify the second item **120** via the input device **130** or via the remote control device **132**. For example, the user may provide a hand gesture input to the input device **130** (e.g., a touch screen or touch tablet) to select the second item **120**. In another example, the user may use the remote control device **132** to perform a gesture to select the second item **120**. The set top box **102** may capture an image **151** of the second item **120** and send a request **150** including the image **151** to the identification server **104**. For example, a screen capture of the display device **110** may be trimmed to capture the image **151**. The identification server **104** may use pattern recognition to identify the image **151** as

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the second item **120**. For example, the identification server **104** may compare the image **151** to other images stored at a database (not shown) at the identification server **104**. After identifying the image **151**, the identification server **104** may retrieve the information **152** associated with the identified image **151**. For example, the identification server **104** may retrieve the information **152** from a database (not shown). The identification server **104** may send the information **152** to the set top box device **102** for display at the display device **110**. For example, when the second item **120** is a particular make and model of an automobile, the identification server **104** may identify the make and model of the automobile based on the image **151** and may send the information **152** to the set top box device **102** for display at the display device **110**. The information **152** may include a purchase price of the item, a location of a dealership where the automobile may be purchased, specifications and features of the automobile (e.g., the size of the engine, the size of the tires, etc.), options available for the automobile, other information associated with the second item **120**, or any combination thereof.

The set top box device **102** may receive a purchase request **146** from the remote control device **132** or from the input device **130** to purchase one or more of the items displayed at the display device **110**, such as the first item **118** or the second item **120**. The purchase request **146** may be received after the information **152** is displayed at the display device. For example, the information **152** may include a price of an item displayed at the display device **110**, and the user may send the purchase request **146** to the set top box device **102** after viewing the information **152** that includes the price of the item.

Thus, the metadata tags **162** may be used to identify purchasable items associated with the media content **160**, enabling a user to purchase or obtain the information **152** about the purchasable items via the set top box device **102**. The remote control device **132** or the input device **130** may be used to select items displayed by the media content **160** at the display device **110** that do not have an associated metadata tag and to purchase or obtain the information **152** about the purchasable items.

Referring to FIG. 2, a block diagram of a second particular embodiment of a system to identify an item depicted when media content is displayed is shown and generally designated **200**. The system **200** includes a set top box device **202** coupled to an identification server **204**, an electronic commerce server **205**, and a media content server **206** via a network **208**. A remote control device **232** may be used to wirelessly interact with the set top box device **202**. An input device **230** and a display device **210** may be coupled to the set top box device **202**.

The network **208** may be a wireline network, a wireless network, a broadband network, an Internet Protocol (IP) based network (e.g., an IPTV network), an optical network, or any combination thereof.

The media content server **206** may send media content **260** to the set top box device **202** via the network **208**. The media content **260** may include a television program, a movie, on-demand programming, pay-per-view programming, over-the-top media content, another type of media content, or any combination thereof. The media content **260** may be downloaded or streamed from the media content server **206**. The media content **260** may include metadata tags **262** that are associated with purchasable items that are depicted when the media content **260** is displayed. The metadata tags **262** may include a metadata tag **224** that is associated with a first item **218** that is depicted when the

media content 260 is displayed at a display device, such as the display device 210. The purchasable items may include tangible goods (e.g., a beverage, an article of clothing, a piece of furniture, a means of transportation, etc.) or services (e.g., carpet cleaning services, home renovation services, automobile repair services, etc.)

The remote control device 232 may be placed in a selection mode that causes a cursor or other visual positioning identifier to be displayed at the display device 210. The user may move the remote control device 232 to select one or more items displayed at the display device 210. The input device 230 may be a mouse, a touch tablet, a touch screen device associated with the display device 210, or any combination thereof.

The input device may be touch sensitive (e.g. touch screen) and enable the user to select one or more items displayed at the display device 210 via touch input, such as by dragging a finger across the input device 230. The input device 230 may be used to select one or more items displayed at the display device 210 that do not have an associated metadata tag.

The identification server 204 may receive an identification request 250 that includes a metadata tag 224 or an image 251. The identification request 250 may request the identification server 204 to identify an item displayed at the display device 210 based on the metadata tag 224 or the image 251. The identification server 204 may include a database 270 that stores images of items depicted when media content 260 is displayed, metadata tags associated with items depicted when the media content 260 is displayed, information associated with items depicted when the media content 260 is displayed, or any combination thereof.

The electronic commerce server 205 may include an account 272 of a subscriber associated with the set top box device 202. The account 272 may include an address 273 (e.g., a street address, city, state, and zip code) associated with a location of the set top box device 202.

The set top box device 202 includes a network interface 272, an input interface 274, a processor 276, an output interface 278, and a memory 280. The memory 280 may include a tag filter module 282 having instructions 286 that are executable by the processor 276 to perform functions of the tag filter 282. The memory 280 may also include user preferences 284. The user preferences 284 may specify which types of metadata tags to send to the display device 210 with the media content 260. The network interface 272 may receive media content 260 from the media content server 206 via the network 208. The input interface 274 may receive input from a user via the remote control device 232, the input device 230, or any combination thereof.

In operation, the network interface 272 may receive the media content 260 from the media content server 206 via the network 208. The media content 260 may include metadata tags 262. The metadata tags 262 may identify purchasable items depicted by the media content 260 when the media content 260 is displayed.

The tag filter 282 may include the software instructions 286 that are executable by the processor 276 to identify one or more metadata tags (e.g., the metadata tag 224) from the metadata tags 262 that match one or more of the user preferences 284. The tag filter 282 may filter the metadata tags 262 based on the user preferences 284 to generate filtered metadata tags 264. For example, when the user preferences 284 indicate that the user is interested in automobiles, the instructions 286 may be executed by the processor 276 to filter the metadata tags 262 resulting in the filtered metadata tags 264 that match the user preferences

284 (e.g., the filtered metadata tags 264 are metadata tags associated with automobiles depicted when the media content 260 is displayed). The output interface 278 may send the media content 260 including the filtered metadata tags 264 for presentation to the display device 210.

The set top box device 202 may receive a display request 254 at the input interface 274 from the user via the remote control device 232 or via the input device 230. The display request 254 may include a request to visually identify purchasable items (e.g., items with an associated metadata tag) depicted by the media content 260 that is displayed at the display device 210. In response, the set top box device 202 may send the display request 254 to the display device 210. The display device 210 may receive the display request 254 and present a visual identifier 270 to visually identify the first item 218 having the associated metadata tag 224.

When the user is interested in one or more items depicted in the media content 260 displayed at the display device 210, the display request 254 may instruct the display device 210 to display a grid 211. The input interface 274 may receive grid coordinates 248 corresponding to coordinates associated with an item located within the grid 210 to select an item that is of interest to the user. For example, in the grid 211, the user may use the remote control device 232 or the input device 230 to input the grid coordinates 248 to select the second item 220 located at the coordinates B2.

After the set top box device 202 receives the data selecting an item 244 or the grid coordinates 248, the set top box device 202 may receive an information request 242 or a purchase request 246 associated with the selected item. For example, the set top box device 202 may receive the data selecting an item 244 corresponding to the first item 218 or the grid coordinates 248 corresponding to the second item 220. When the set top box device 202 receives the information request 242 and the item has the associated metadata tag 224, the set top box device 202 may send the request 250 including the metadata tag 224 to the identification server 204. When the set top box device 202 receives the grid coordinates 248, the set top box device 202 may acquire the image 251 of the item (e.g., using a screen capture) and send the request 250 including the image 251 to the identification server 204. The identification server 204 may receive the request 250 and retrieve the information 252 from the database 270 based on the metadata tag 224 or based on the image 251. The identification server 204 may send the information 252 to the set top box device 202 for display at the display device 210.

The set top box device 202 may receive a purchase request 246 of a particular item (e.g. one of the items 218 and 220) selected by the user for purchase. The set top box device 202 may send the purchase request 246 to the electronic commerce server 205 for processing. The purchase request 246 may instruct the electronic commerce server 205 to send an item to the address 273 associated with the set top box device 202. The purchase request 246 may instruct the electronic commerce server 205 to bill the purchase of the selected item to the account 272 associated with the set top box device 202.

Thus, the metadata tags 262 may be used to identify purchasable items upon display of the media content 260, enabling a user to purchase or obtain the information 252 about the purchasable items via the set top box device 202. The remote control device 232 or the input device 230 may be used to select items depicted when the media content 260 is displayed at the display device 210 and that do not have an associated metadata tag to purchase or obtain the information 252 about the purchasable items.

FIG. 3 is a flow diagram of a first particular embodiment of a method to identify an item represented by media content. The method may be performed by a set top box device, such as the set top box device 102 of FIG. 1 or the set top box device 202 of FIG. 2.

The method begins, at 302, with a set top box device receiving media content from a media content server. The media content includes one or more metadata tags associated with one or more items represented by the media content. Moving to 304, the media content is sent to a display device. For example, in FIG. 1, the media content 160, including the metadata tags 162, is received at the set top box device 102 from the media content server 106. In FIG. 1, the set top box device 102 sends the media content 160 to the display device 110.

Advancing to 306, a first user selection is received to visually identify the one or more items depicted in the media content that have an associated metadata tag. Continuing to 308, the media content being sent to the display device may be paused. Proceeding to 310, a display request is sent to the display device to visually identify the one or more items depicted in the media content having the associated metadata tag. For example, in FIG. 1, the set top box device 102 may receive the first user selection 140, causing the set top box device 102 to instruct the display device 110 to visually identify the first item 118 with the associated metadata tag 124. The set top box device 102 may pause sending the media content 160 to the display device 110.

Continuing to 312, a second user selection may be received indicating a request for information about an item depicted when the media content is displayed. Advancing to 314, an identification request may be sent to a server. The identification request may include a metadata tag associated with the item, an image of the item, other data associated with the item, or any combination thereof. Moving to 316, information about the item may be received from the server. Continuing to 318, information about the item may be sent to the display device. For example, in FIG. 1, the set top box device 102 may receive the second user selection 142. In response, the set top box device 102 may send the request 148 or the request 150 to the identification server 104 and may receive the information 152 for display at the display device 110.

Proceeding to 320, a purchase request may be received. The purchase request may be for an item depicted when the media content is displayed. The item may or may not have an associated metadata tag. For example, in FIG. 1, the set top box device 102 may receive the purchase request 146. The purchase request 146 may be associated with the first item 118 with the associated metadata tag 124 or with the second item 120 that does not have an associated metadata. The method ends at 322.

Thus, metadata tags may be used to identify purchasable items in media content that is displayed by a set top box device at a display device. The metadata tags may enable a user to purchase or obtain information about the purchasable items via the set top box device.

FIG. 4 is a flow diagram of second particular embodiment of a method to identify an item depicted when media content is displayed. The method may be performed by an identification server, such as the identification server 104 of FIG. 1 or the identification server 204 of FIG. 2.

The method begins, by receiving a request from a set top box for information about an item, at 402. The request includes a metadata tag associated with the item. The metadata tag identifies that the associated item is purchasable via the set top box. Moving to 406, information about

the item is sent to the set top box device. For example, in FIG. 2, the identification server 204 may receive the request 250 that includes the metadata tag 224. In response, the identification server 204 may retrieve the information 252 from the database 270 based on the metadata tag 224 and may send the information 252 to the set top box device 202 for display at the display device 210.

Advancing to 408, a second request for information about a second item may be received. The second request may include an image of the second item. Advancing to 410, a search may be performed to determine an identity of the second item based on the image of the second item. Proceeding to 412, information about the second item may be retrieved based on the identity of the second item. Advancing to 414, the information about the second item may be sent to the set top box device and the set top box may display such information. For example, in FIG. 2, the identification server 204 may receive the request 250 that includes the image 251. In response, the identification server 204 may retrieve the information 252 from the database 270 based on the image 251 and may send the information 252 to the set top box device 202 for display at the display device 210. The method ends at 416.

Thus, an identification server may receive a metadata tag or an image from a set top box device. The metadata tag or the image may be associated with an item depicted when media content is displayed at a display device. The identification server may identify the item based on the metadata tag or the image, retrieve information about the item, and send the information to the set top box device for display at a display device.

Referring to FIG. 5, an illustrative embodiment of a general computer system is shown and is designated 500. The computer system 500 can include a set of instructions that can be executed to cause the computer system 500 to perform any one or more of the methods or computer based functions disclosed herein. The computer system 500, or any portion thereof, may operate as a standalone device or may be connected, e.g., using a network, to other computer systems or peripheral devices.

In a networked deployment, the computer system 500 may operate in the capacity of a set-top box device, or a server, such as an identification server, an electronic commerce server, an authorization server, or a media content server as described above with reference to FIG. 1-2. The computer system 500 can also be implemented as or incorporated into various devices, such as a personal computer (PC), a tablet PC, a personal digital assistant (PDA), a mobile device, a palmtop computer, a laptop computer, a desktop computer, a communications device, a wireless telephone, a personal trusted device, a web appliance, or any other machine capable of executing a set of instructions (sequential or otherwise) that specify actions to be taken by that machine. In a particular embodiment, the computer system 500 can be implemented using electronic devices that provide voice, video or data communication. Further, while a single computer system 500 is illustrated, the term "system" shall also be taken to include any collection of systems or sub-systems that individually or jointly execute a set, or multiple sets, of instructions to perform one or more computer functions.

As illustrated in FIG. 5, the computer system 500 may include a processor 502, e.g., a central processing unit (CPU), a graphics-processing unit (GPU), or both. Moreover, the computer system 500 can include a main memory 504 and a static memory 506 that can communicate with each other via a bus 508. As shown, the computer system

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500 may further include a video display unit 510, such as a liquid crystal display (LCD), an organic light emitting diode (OLED), a flat panel display, or a solid-state display. Additionally, the computer system 700 may include an input device 512, such as a keyboard, and a cursor control device 514, such as a mouse. The computer system 500 can also include a disk drive unit 516, a signal generation device 518, such as a speaker or remote control, and a network interface device 520.

In a particular embodiment, as depicted in FIG. 5, the disk drive unit 516 may include a computer-readable medium 522 in which one or more sets of instructions 524, e.g. software, can be embedded. Further, the instructions 524 may embody one or more of the methods or logic as described herein. In a particular embodiment, the instructions 524 may reside completely, or at least partially, within the main memory 504, the static memory 506, and/or within the processor 502 during execution by the computer system 500. The main memory 504 and the processor 502 also may include computer-readable media.

In an alternative embodiment, dedicated hardware implementations, such as application specific integrated circuits, programmable logic arrays and other hardware devices, can be constructed to implement one or more of the methods described herein. Applications that may include the apparatus and systems of various embodiments can broadly include a variety of electronic and computer systems. One or more embodiments described herein may implement functions using two or more specific interconnected hardware modules or devices with related control and data signals that can be communicated between and through the modules, or as portions of an application-specific integrated circuit. Accordingly, the present system encompasses software, firmware, and hardware implementations.

In accordance with various embodiments of the present disclosure, the methods described herein may be implemented by software programs executable by a computer system. Further, in an exemplary, non-limited embodiment, implementations can include distributed processing, component/object distributed processing, and parallel processing. Alternatively, virtual computer system processing can be constructed to implement one or more of the methods or functionality as described herein.

The present disclosure contemplates a computer-readable medium that includes instructions 524 or receives and executes instructions 524, so that a device connected to a network 526 can communicate voice, video or data over the network 526. Further, the instructions 524 may be transmitted or received over the network 526 via the network interface device 520.

While the computer-readable medium is shown to be a single medium, the term "computer-readable medium" includes a single medium or multiple media, such as a centralized or distributed database, and/or associated caches and servers that store one or more sets of instructions. The term "computer-readable medium" shall also include any tangible storage medium that is capable of storing, encoding or carrying a set of instructions for execution by a processor or that cause a computer system to perform any one or more of the methods or operations disclosed herein.

In a particular non-limiting, exemplary embodiment, the computer-readable medium can include a solid-state memory such as a memory card or other package that houses one or more non-volatile read-only memories. Further, the computer-readable medium can be a random access memory or other volatile re-writable memory. Additionally, the computer-readable medium can include a magneto-optical or

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optical medium, such as a disk or tapes or other storage device. Accordingly, the disclosure is considered to include any one or more of a computer-readable medium and other equivalents and successor media, in which data or instructions may be stored.

In accordance with various embodiments, the methods described herein may be implemented as one or more software programs miming on a computer processor. Dedicated hardware implementations including, but not limited to, application specific integrated circuits, programmable logic arrays and other hardware devices can likewise be constructed to implement the methods described herein. Furthermore, alternative software implementations including, but not limited to, distributed processing or component/object distributed processing, parallel processing, or virtual machine processing can also be constructed to implement the methods described herein.

It should also be noted that software that implements the disclosed methods may optionally be stored on a tangible storage medium, such as: a magnetic medium, such as a disk or tape; a magneto-optical or optical medium, such as a disk; or a solid state medium, such as a memory card or other package that houses one or more read-only (non-volatile) memories, random access memories, or other re-writable (volatile) memories. The software may also utilize a signal including computer instructions.

Although the present specification describes components and functions that may be implemented in particular embodiments with reference to particular standards and protocols, the invention is not limited to such standards and protocols. For example, standards for Internet and other packet switched network transmission, video, or wireless system (e.g., TCP/IP, UDP/IP, HTML, HTTP, MPEG, SMPTE, H.264, HDMI, wireless HDMI, wireless HD, CDMA, GSM, UNITS, IEEE 802.11) represent examples of the state of the art. Such standards are periodically superseded by faster or more efficient equivalents having essentially the same functions. Accordingly, replacement standards and protocols having the same or similar functions as those disclosed herein are considered equivalents thereof.

The illustrations of the embodiments described herein are intended to provide a general understanding of the structure of the various embodiments. The illustrations are not intended to serve as a complete description of all of the elements and features of apparatus and systems that utilize the structures or methods described herein. Many other embodiments may be apparent to those of skill in the art upon reviewing the disclosure. Other embodiments may be utilized and derived from the disclosure, such that structural and logical substitutions and changes may be made without departing from the scope of the disclosure. Accordingly, the disclosure and the figures are to be regarded as illustrative rather than restrictive.

One or more embodiments of the disclosure may be referred to herein, individually and/or collectively, by the term "invention" merely for convenience and without intending to voluntarily limit the scope of this application to any particular invention or inventive concept. Moreover, although specific embodiments have been illustrated and described herein, it should be appreciated that any subsequent arrangement designed to achieve the same or similar purpose may be substituted for the specific embodiments shown. This disclosure is intended to cover any and all subsequent adaptations or variations of various embodiments. Combinations of the above embodiments, and other

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embodiments not specifically described herein, will be apparent to those of skill in the art upon reviewing the description.

In the foregoing Detailed Description, various features may be grouped together or described in a single embodiment for the purpose of streamlining the disclosure. This disclosure is not to be interpreted as reflecting an intention that the claimed embodiments require more features than are expressly recited in each claim. Rather, as the following claims reflect, inventive subject matter may be directed to less than all of the features of any of the disclosed embodiments. Thus, the following claims are incorporated into the Detailed Description, with each claim standing on its own as defining separately claimed subject matter.

The above-disclosed subject matter is to be considered illustrative, and not restrictive, and the appended claims are intended to cover all such modifications, enhancements, and other embodiments, which fall within the scope of the present disclosure. Thus, to the maximum extent allowed by law, the scope of the disclosure is to be determined by the broadest permissible interpretation of the following claims and their equivalents, and shall not be restricted or limited by the foregoing detailed description.

What is claimed is:

1. A device comprising:
 - a processing system including a processor; and
 - a memory that stores executable instructions that, when executed by the processing system, facilitate performance of operations, comprising:
 - receiving media content including a plurality of scenes;
 - generating a first modified version of a first scene of the plurality of scenes of the media content in response to receiving a first input, wherein the first modified version of the first scene comprises a first visual identifier associated with a first group of items in the first scene that are associated with a first group of metadata tags;
 - receiving a second input corresponding to a first selection of a first item from items in the first scene;
 - generating a first identification request, wherein the first identification request comprises a first metadata tag of the first group of metadata tags responsive to the first item being selected from the first group of items associated with the first visual identifier, and wherein the first identification request comprises first image data responsive to the first item being selected from the items in the first scene not included in the first group of items associated with the first visual identifier, wherein in accordance with the first item not being included in the first group of items associated with the first visual identifier, the first identification request further comprises first grid coordinates locating the first item on a grid displayed by a display device presenting the media content; and
 - responsive to transmitting the first identification request, receiving first information associated with the first item.
2. The device of claim 1, wherein the first input and the second input respectively comprise a user-generated input.
3. The device of claim 1, wherein the first input corresponds to a pause command.
4. The device of claim 1, wherein the operations further comprise obtaining user preferences.
5. The device of claim 4, wherein the first group of items in the first scene match the user preferences.
6. The device of claim 4, wherein the first input corresponds to a first pause command, and wherein the operations further comprise:

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generating a second modified version of a second scene of the plurality of scenes of the media content in response to receiving a third input corresponding to a second pause command, wherein the second modified version of the second scene comprises a second visual identifier associated with a second group of items in the second scene that match the user preferences and are associated with a second group of metadata tags; and

receiving a fourth input corresponding to a second selection of a second item from items in the second scene.

7. The device of claim 6, wherein the operations further comprise generating a second identification request, wherein the second identification request comprises a second metadata tag of the second group of metadata tags responsive to the second item being selected from the second group of items associated with the second visual identifier, and wherein the second identification request comprises second image data responsive to the second item being selected from the items in the second scene not included in the second group of items associated with the second visual identifier, wherein in accordance with the second item not being included in the second group of items associated with the second visual identifier, the second identification request further comprises second grid coordinates locating the second item on the grid.

8. The device of claim 1, wherein the operations further comprise displaying the first information via the display device.

9. The device of claim 1, wherein the first visual identifier comprises an icon associated with each item of the first group of items.

10. The device of claim 1, wherein the first modified version of the first scene comprises an image of the first scene, and wherein the first visual identifier comprises a selectable visual identifier for each item of the first group of items.

11. A method comprising:

- receiving, by a processing system including a processor, media content including a plurality of scenes;
- generating, by the processing system, a first modified version of a first scene of the plurality of scenes of the media content in response to receiving a first input, wherein the first modified version of the first scene comprises an image of the first scene, wherein the first modified version of the first scene comprises a first visual identifier associated with a first group of items in the first scene that are associated with a first group of metadata tags;
- receiving, by the processing system, a second input corresponding to a first selection of a first item from items in the first scene;
- generating, by the processing system, a first identification request, wherein the first identification request comprises a first metadata tag of the first group of metadata tags responsive to the first item being selected from the first group of items associated with the first visual identifier, and wherein the first identification request comprises first image data responsive to the first item being selected from the items in the first scene not included in the first group of items associated with the first visual identifier, wherein in accordance with the first item not being included in the first group of items associated with the first visual identifier, the first identification request further comprises first grid coordinates locating the first item on a grid displayed by a display device presenting the media content; and

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responsive to transmitting the first identification request, receiving, by the processing system, first information associated with the first item.

12. The method of claim **11**, wherein the first input and the second input respectively comprise a user-generated input. 5

13. The method of claim **11**, wherein the first input corresponds to a pause command.

14. The method of claim **11**, further comprising obtaining, by the processing system, user preferences.

15. The method of claim **14**, wherein the first group of items in the first scene match the user preferences. 10

16. A non-transitory machine-readable medium comprising executable instructions that, when executed by a processing system including a processor, facilitate performance of operations comprising: 15

receiving media content including a plurality of scenes;

generating a first modified version of a first scene of the plurality of scenes of the media content in response to

receiving a first input, wherein the first modified ver-

sion of the first scene comprises a first visual identifier 20

associated with a first group of items in the first scene

that are associated with a first group of metadata tags,

wherein the first visual identifier comprises a selectable

visual identifier for each item of the first group of items;

receiving a second input corresponding to a first selection 25

of a first item from items in the first scene;

generating a first identification request, wherein the first

identification request comprises a first metadata tag of

the first group of metadata tags responsive to the first

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item being selected from the first group of items associated with the first visual identifier, and wherein the first identification request comprises first image data responsive to the first item being selected from the items in the first scene not included in the first group of items associated with the first visual identifier, wherein in accordance with the first item not being included in the first group of items associated with the first visual identifier, the first identification request further comprises first grid coordinates locating the first item on a grid displayed by a display device presenting the media content; and

responsive to transmitting the first identification request, receiving first information associated with the first item.

17. The non-transitory machine-readable medium of claim **16**, wherein the first input and the second input respectively comprise a user-generated input.

18. The non-transitory machine-readable medium of claim **16**, wherein the first input corresponds to a pause command.

19. The non-transitory machine-readable medium of claim **16**, wherein the operations further comprise obtaining user preferences.

20. The non-transitory machine-readable medium of claim **19**, wherein the first group of items in the first scene match the user preferences.

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